

New Car Dealers Get Guidelines For Advertising

Capitol News Service
SACRAMENTO — Automobile dealers of California today were given specific guidelines as to their obligations to the California public under the laws prohibiting misleading advertising of both new and used automobiles.

Verne Orr, director of motor vehicles, issued new rules and regulations to carry out the intent of the legislature when it adopted the statutes prohibiting misleading advertising. He said

failure to observe the new rules may constitute cause for action against dealers and salesmen, both of whom are licensed by the state. "Prior to the time we took office," he said, "not a great deal of attention was paid to the laws which prevent

misleading the public. We soon found a set of rules and regulations specifying information in the advertising was necessary, as many dealers contended they were not aware the material they were using was misleading. "Consequently, in co-operation with the vehicle dealer industry, the department has worked out changes in the administrative code, which now are effective."

Enforcement of the new regulations, he explained, concerns only the automobile dealers, and not the media in which the advertising is placed. He stated the media is not responsible for the advertising inserted by dealers and salesmen, but that false advertising would be cause for action on the part of the department for license revocation.

STORE-WIDE SALE STARTS THURS.

Newberrys
IF IT'S QUALITY YOU'RE LOOKING FOR

ROLLING HILLS PLAZA

Luxurious Quilted Bedspreads



Choose from Twin, Full, Queen and King sizes. Gorgeous decorator colors and prints in quilted synthetic blend fabrics. Values to \$19.99.

Your choice of Twin Full, Queen or King Sizes

12⁸⁸ ea.

OPEN YOUR NEWBERRY CREDIT ACCOUNT

THROW PILLOWS

Large 12 inch square pillows in assorted covers and patterns. Most are quilted covers, center button. Kapok filled

99^c ea.



LADIES' SWEATERS

100% virgin acrylic. Choice of collar or collarless styles, with long sleeves. Heavy bulky weaves. Very fashionable in assorted pastel shades. Sizes 34-40.

Regular \$6.99
\$4⁸⁸

LADIES' PANTY HOSE

Assorted colors in Petite, average, tall and X-tall lengths. They stretch, so correct fit is assured. Seamless, 100% nylon, first quality.

Regular \$1.29-\$1.99
88^c pr



MEN'S FLANNEL SHIRTS

Fancy muted plaids in 100% cotton. Press-me not for easy care. Huge selection of colors. Long sleeves. Sizes S-M-L-XL. Regular \$2.99

\$2⁰⁰

Boys' FLANNEL SHIRTS

Smart plaids with button down collar, long sleeves, pocket, 100% cotton. Sizes 8 to 16: Big savings this week only!

Regular 1.59
99^c



MEN'S EASY CARE SPORT SHIRTS

Press-me-not, needs no ironing. Bright solid colors. Button down collars. 100% cotton, cool short sleeves. Sizes S-M-L-XL. Regular \$2.99

\$2⁰⁰

BOYS' SOLID COLOR SPORT SHIRTS

23% polyester, 77% combed cotton. Press-me-not never need ironing. Button down collar, short sleeves. Sizes 6-16. Regular \$1.98 value.

2 for \$3



BIRDSEYE DIAPERS

"Snuzzle" pinked edges with no edges to chafe or ravel. Cut size 27"x27". One dozen to package. Regular 2.59

\$7⁸⁸

Use Our FLEXIBLE CHARGE ACCOUNT

Shop our new Fabric Dept.

100% Acrylic Knits

44 inches wide. Hand washable. Choice of colorful checks. On full bolts. Perfect for new fall jackets, suits, etc. Regular 3.98 yd.

\$2⁸⁸ yd.

Glamorous "FLASHLITE" and FASHION KNITS

52-56 inches wide, on full bolts. Flashlite is a glimmering, metallic fabric in a fine selection of prints and solid colors. The knits are solid colors. All are arnel-nylon blends. Regular 5.49 yd.

\$3⁸⁸ yd.

Newberrys
IF IT'S QUALITY YOU'RE LOOKING FOR

ROLLING HILLS PLAZA

Pacific Coast Hwy. at Crenshaw Torrance

OPEN 7 DAYS: MON.-FRI. 10-9, SAT. 10-6, SUN. 11-5



LINCOLN SAVINGS PROMISES

1. Financial assistance from the industry's most experienced management in Southern California. It's a fact. Lincoln's top executives, headed by their Board Chairman, represent the longest continuous management of any Southern California savings and loan association. As a group, they've guided Lincoln Savings for 43 years through wars, depressions and booms—never having missed an interest payment and always honoring requests for withdrawals immediately. They've continually demonstrated the professionalism of men dedicated to building a healthy growing business based on total service to customers.

2. The most advantageous savings program possible. Lincoln pays interest from date of receipt to date of withdrawal. In addition we offer travelers checks, notary service, money orders, passbook loans and free parking.

3. Safe, high earnings. Sure some treasury bonds, stocks and thrift and loan companies may yield in excess of Lincoln's 5% current annual rate. But Lincoln savers don't wait for bond maturity to realize their original investment. And Lincoln accounts are not subject to stock market fluctuation. As for security Lincoln accounts are insured to \$15,000 by the Federal Savings and Loan Insurance Corporation. And for long-term savers, Lincoln offers a bonus account that pays an even higher rate of interest than any insured passbook account.

4. A genuinely flexible investment. Interest is paid daily from date of receipt on savings held through quarter's end. Funds received by the 10th earn interest from the 1st. And if you ever decide to withdraw some money, you're assured of earning interest right up to the day of withdrawal on savings which have been in your account three months.

5. Convenience wherever you live. There are six fully-staffed Lincoln offices in the important areas of Los Angeles and Orange counties. For added convenience, you can save by mail. Lincoln pays postage, as well as providing savings envelopes and one-day service.

Open a new account or transfer your present savings account to Lincoln today. It's well worth your while. And that's a promise.

Lincoln Savings in Torrance

21705 Hawthorne Boulevard at Carson
PHONE: 371-6535

OFFICE HOURS: Monday thru Thursday 9:00 am to 4:00 pm. Friday 9:00 am to 6:00 pm.

FREE PARKING

LINCOLN SAVINGS

Nearly 1/2 billion dollars in assets and over 40 years of experience. Main office Los Angeles